

Please amend the claims as follows:

1 1. (previously amended) A system for communicating with, and providing data
2 representative of advertisement information to, movie projection equipment in theatres, said
3 system comprising:

4 a computer storage unit for receiving and storing data representative of advertisement
5 information;

6 a plurality of digital projector assemblies coupled to said computer storage unit for
7 receiving data from said computer storage unit; and

8 a controller for selecting certain stored data for transmission to said first digital projector
9 assembly responsive to movie show schedule information regarding a movie that is to be shown
10 in a theatre environment associated with said first digital projector assembly.

1 2. (original) A system as claimed in claim 1, wherein said first of said plurality of
2 digital projector assemblies includes a computer processing unit in communication with a digital
3 projector.

1 3. (previously amended) A system as claimed in claim 1, wherein said movie show
2 schedule information regarding a movie includes information regarding an assigned time that the
3 movie is to be shown in the theatre environment associated with said first of said plurality of
4 digital projector assemblies.

1 4. (original) A system as claimed in claim 3, wherein said controller for selecting
2 certain stored data for transmission to said first digital projector assembly is further responsive to
3 the information regarding the assigned time.

1 5. (previously amended) A system as claimed in claim 1, wherein said movie show
2 schedule information regarding a movie includes information regarding an assigned location that
3 the movie is to be shown in the theatre environment associated with said first of said plurality of
4 digital projector assemblies.

1 6. (original) A system as claimed in claim 5, wherein said controller for selecting
2 certain stored data for transmission to said first digital projector assembly is further responsive to
3 the information regarding the assigned location.

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1 7. (original) A system as claimed in claim 1, wherein said system further includes a
2 network coupled to said computer storage unit and to said plurality of digital projector
3 assemblies.

1 8. (previously amended) A system as claimed in claim 1, wherein said system
2 further includes assembling means for assembling a plurality of frames into a composite frame
3 for output by said first digital projector assembly, wherein at least one of said plurality of frames
4 includes data representative of advertisement information responsive to said movie show
5 schedule information.

1 9. (previously amended) A system for communicating with, and displaying data
2 representative of advertisement information to, movie projection equipment in theatres, said
3 system comprising:
4 a computer storage unit for receiving and storing data representative of advertisement
5 information;
6 a processing unit coupled to said computer storage unit; and

7 a plurality of digital projector assemblies coupled to said processing unit, said plurality of
8 digital projector assemblies including a first projector assembly for use in a first theatre and a
9 second projector assembly for use in a second theatre, and said processing unit being adapted to
10 provide a first portion of the data representative of advertisement information to the first digital
11 projector assembly responsive to first theatre scheduling information regarding a movie that is to
12 be shown in the first theatre.

1 10. (original) A system as claimed in claim 9, wherein said first theatre scheduling
2 information includes information regarding the time, date and location that a particular movie is
3 to be shown.

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1 11. (previously amended) A system as claimed in claim 10, wherein said system
2 further includes a network in communication with said plurality of digital projectors and said
3 processing unit.

1 12. (original) A system as claimed in claim 9, wherein said scheduling information
2 includes information regarding whether a particular showing of a particular movie is the first
3 showing of the movie in that theatre.

1 13. (original) A system as claimed in claim 9, wherein said scheduling information
2 includes information regarding whether a particular showing of a particular movie is within the
3 first week of the first showing of the movie in that theatre.

1 14. (previously amended) A system as claimed in claim 9, wherein said processing
2 unit is adapted to provide a second portion of the data representative of advertisement

information to the second digital projector assembly responsive to second theatre scheduling information regarding a movie that is to be shown in the second theatre.

15. (previously amended) A method of providing data representative of advertisement information to movie projection equipment in theatres, said method comprising the steps of:

initializing a computer storage unit for receiving and storing data representative of advertisement information;

receiving data from the computer storage unit at a plurality of digital projector assemblies; and

selecting certain stored data from the computer storage unit for transmission to a first digital projector assembly of said plurality of digital projector assemblies responsive to movie identification information regarding a movie that is to be shown in a theatre environment associated with said first digital projector assembly.

16. (original) The method as claimed in claim 15, wherein said method further includes the step of assembling a plurality of frames into a composite frame for output by the first digital projector, wherein at least one of the plurality of frames includes data representative of advertisement information responsive to the movie identification information.

17. (original) A system for providing advertisement information to an audience, said system comprising:

storage means for receiving and storing advertisement information regarding a plurality of advertisements;

common interest identification means for identifying a characteristic that each of the members of a first audience has in common, and for producing common interest information;

7 selection means for selecting a subset of the advertisement information responsive to the
8 common interest information; and

9 display means for permitting the selected subset of the advertisement information to be
10 displayed to the first audience.

1 18. (original) A system as claimed in claim 17, wherein said system further includes a
2 movie attendance feedback unit for receiving data representative of information regarding the
3 number of people comprising the first audience.

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2 19. (original) A system as claimed in claim 17, wherein said system further includes
3 an exposure log generation unit for recording data representative of the display of the selected
4 subset of the advertisement information to the first audience.

1 20. (original) A system as claimed in claim 17, wherein said system further includes
2 an exposure log feedback unit for receiving a recording of the display of the selected subset of
3 the advertisement information to the first audience.

1 21. (original) A system as claimed in claim 17, wherein said system further includes
2 an exposure reporting unit for recording data representative of information relating to the number
3 of people that comprise the first audience, and the display of the selected subset of the
4 advertisement information to the first audience.

1 22. (original) A system as claimed in claim 17, wherein said common interest
2 information includes information regarding a movie.

1 23. (original) A system as claimed in claim 17, wherein said common interest
2 information further includes information regarding the time of day that a movie is scheduled to
3 be shown.

1 24. (original) A system as claimed in claim 18, wherein said common interest
2 information further includes information regarding whether the time of day that a movie is
3 scheduled to be shown is the first showing of the movie in that theatre.

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2 25. (currently further amended) A method of providing advertisement information to
an audience, said method comprising the steps of:

3 providing a computer storage medium for storing advertisement information regarding a
4 plurality of advertisements;

5 identifying a common interest characteristic that each of the members of a first audience
6 has in common;

7 receiving common interest data representative of said common interest characteristic; and

8 selecting from said computer storage medium a subset of the advertisement information
9 responsive to the common interest data.

1 26. (original) A method as claimed in claim 25, wherein said method further includes
2 the step of displaying the selected subset of the advertisement information to the first audience.
